

# Eye Troubles AND Their Remedy



## OUR OFFER:

We will send you on approval  
YOUR SELECTION of a pair of  
TRUSIGHT Spectacles or Eye-  
glasses in a guaranteed Solid Gold  
Filled Frame for seven days' Free  
Trial. No money down. No de-  
posit. See page 8.



MOREY OPTICAL CO.  
STATION G. KANSAS CITY, MO.  
**Korten Spectacle Co.**  
KANSAS CITY, MO.

Copyright 1911, by Korten Spectacle Co.



## The Real Point.

Big words, a dignified, mysterious manner, "looking wise," and all the technical bewildering statements he usually makes may be of value to the high-priced optician. He charges you \$5.00 for your spectacles and \$10 to \$20 for his pompous manner and a little simple knowledge, which you can easily get from this booklet.

Now, our plan is just the other way.

We charge you a very small price for good goods, absolutely nothing for testing your eyes, and we guarantee to enable you to see and see right.

That is the point of it all.

You want to use your eyes to see with—as God intended you should. We guarantee that you shall do so.

And when you're dealing with us, you pay only one profit—and that a very small one. We are manufacturers. We buy material in immense quantities, and a very few cents is all the profit we want on one sale. If we make enough sales at a small profit, it results (as it has done) in a huge, prosperous, thriving business, second to none of its kind in the United States.

It is impossible to put more than a certain amount of genuine value into a pair of spectacles. Their value is determined by the material of which they are made, and the quality of the lenses used. If you are willing to pay \$1, many concerns will charge you ten, fifteen or even twenty dollars for spectacles—quality not so good and certainly no better—than ours. But you are simply wasting the difference between the cost of Trusight spectacles

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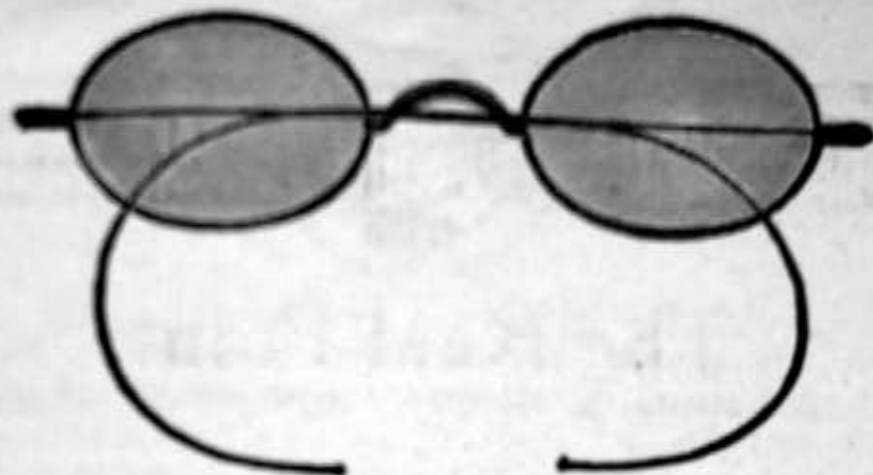
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### STYLE NO. 1.

#### Riding Bow Spectacles With Loop Over the Ears.

Frames are Gold Filled throughout and Fully Guaranteed.

Prices include Best Quality Trusight Periscope lenses.

With Cable Bows  
or Bifocal With  
Lenses. Both.

10-year Frame.....	\$1.65	\$2.65	\$3.65
15-year Frame.....	2.65	3.65	4.65
20-year Frame.....	3.65	4.65	5.65

Terms—65 cents at end of seven days' Free Trial. Balance \$1.00 a month.

and the high-priced kind. In the Trusight spectacle you get positively the highest grade goods it is possible to manufacture at any price, of the materials of which they are made.

If you pay someone else more than we charge, you simply pay for somebody's name. The extra cost is not noticeable in the spectacles.

If our instructions are followed, and the questions on the question blank properly and carefully answered, our experts will be able to tell you what a set of lenses that just exactly suit your condition as described on your question blank. We have fitted thousands upon thousands of eyes, and we know every one of the inner details—the fine points which sometimes makes the difference between dissatisfaction and satisfaction. You can trust us to



make suitable lenses for your eyes, secure in the knowledge that by the Trusight system you are running no risk whatever of not being suited.

When you take into consideration the fact that you run no risk either of failure to be suited or of paying one cent more than the goods are actually worth, ours is a proposition that should appeal to your common sense with wonderful force. Besides that, we protect you in another way—by sending the goods on approval—which is as much as any reasonable person could ask, and is far more than any other spectacle concern in America will do.

We do not require cash in advance for Trusight spectacles or eyeglasses. We know that the best way to sell them is to let you wear them for seven days free. If we are willing to send them to you on free trial and further let you pay for them in payments while you are wearing them, doesn't that prove beyond any doubt that they are good spectacles? Upon receipt of the test and order blank carefully filled out the spectacles will be sent you by registered mail for you to try seven days absolutely free.

#### **SOME OF THE CAUSES AND SYMPTOMS OF DEFECTIVE VISION.**

Some persons are born with weak eyes. They are often permitted to suffer for years without the help which proper lenses give. Such persons should have spectacles as early as they are able to wear them.

Many people injure their eyes by excessive reading, especially at night. The symptoms of this form of eye trouble are very apparent to the one so afflicted. Symptoms are moving spots before the eyes, and the eyeballs be-

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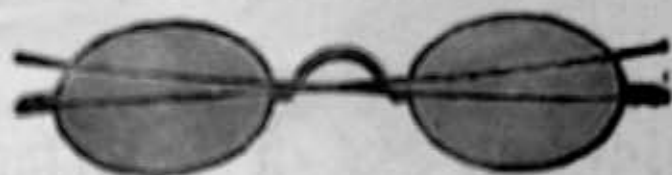
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## STYLE NO. 2.

### Rim Spectacle With Straight Bow.

Frames are Gold Filled throughout and Fully Guaranteed.

Prices include Best Quality Trusight Periscope lenses.

With Bifocal Lenses.

10-year Frame.....	\$1.65	\$2.65
15-year Frame.....	2.65	3.65
20-year Frame.....	3.65	4.65

Terms—65 cents at end of seven days' Free Trial. Balance \$1.00 a month.

come tired and ache; a general feeling of lassitude and disinclination to work. It becomes a case of poor, tired, overworked nature driven at last to call a halt. A horse obeys his master's commands until he drops from exhaustion. So our eyes respond to every demand upon them, no matter how overtaxing and unreasonable, until, worn out like the horse, they are no longer able to perform the service nature intended for them.

This period is the critical one. It is the time the eyes should have careful, intelligent attention. If the necessary rest for the eyes, secured by the use of proper lenses is obtained at once, the bad effect of this abuse of the eyes will be corrected, but if neglected, or imperfect lenses are used, serious results are sure to follow.

When one contemplates the delicate structure of the eye, it can readily be seen how the use of improper, incorrect or ill fitting lenses actually injure instead of helping the eyes. Many persons are suffering from various ailments of the body, brought on directly or indirectly by weak eyes and incorrect spectacles, which they charge to other causes. The optician knows and the reader has observed that most persons who have eye trouble and need



spectacles, or who wear spectacles unsuited to their eyes, suffer from nervousness and many nervous disorders. Out of nervousness and nervous troubles come a multitude of other disorders, among which are stomach troubles, dyspepsia, indigestion, constipation, kidney and bladder troubles, and many other diseases of the internal organs. The direct cause of all these disorders is nerve disturbance, which in many cases could have been averted by proper attention to the eyes, which, neglected or incorrectly treated, brought on the whole train of disorders. The familiar symptoms of these maladies, when caused by weak eyes, is headache. People who often suffer from sick, nervous or severe headache are becoming aware that three-fourths of such trouble is produced by weak, strained, over-taxed and over-worked eyes.

This being true, then, is there not a better way—a common sense way—of curing the long train of ills that follow, than by dosing with drugs? Would it not be the more sensible and rational way to get at the cause of these afflictions? Would it not be wiser to go to the source of the trouble—the eyes—and begin there to make the correction? Give the eyes the relief they need, and the headache, nervousness and all the ills born of them will disappear, as there will no longer be a producing cause. To these sufferers we offer the immediate relief and comfort secured by a scientifically correct lens—the Trusight.

#### LENSES MUST BE CHANGED.

Lenses do not wear out—but eyes do. Every part of the body changes with advancing years; the hair turns gray or comes out, the teeth decay, and our eyes, in common with the

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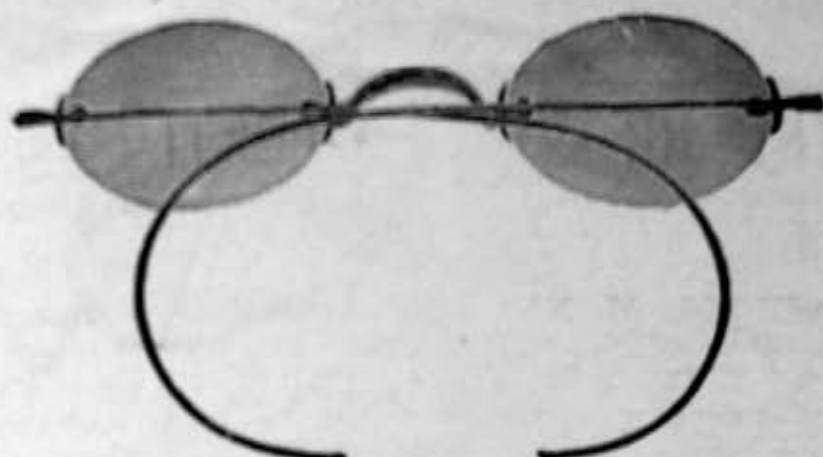
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**STYLE NO. 3.**

**Rimless Riding Bow Spectacles.**

Frames are Gold Filled throughout and Fully Guaranteed.

Prices include Best Quality Trusight Periscope lenses.

With Cable Bows

or Bifocal With Lenses. Both.

10-year Frame.....	\$3.65	\$4.65	\$5.65
15-year Frame.....	4.65	5.65	6.65
20-year Frame.....	5.65	6.65	7.65

Terms—65 cents at end of seven days' Free Trial. Balance \$1.00 a month.

rest of our physical being, show the effects of age. We must, therefore, meet this changed condition of the eyes. The glasses you bought five years, or even two years ago, are not giving your eyes the proper assistance. As your eyes are wearing out year by year, your lenses should be made stronger to correspond with falling vision.

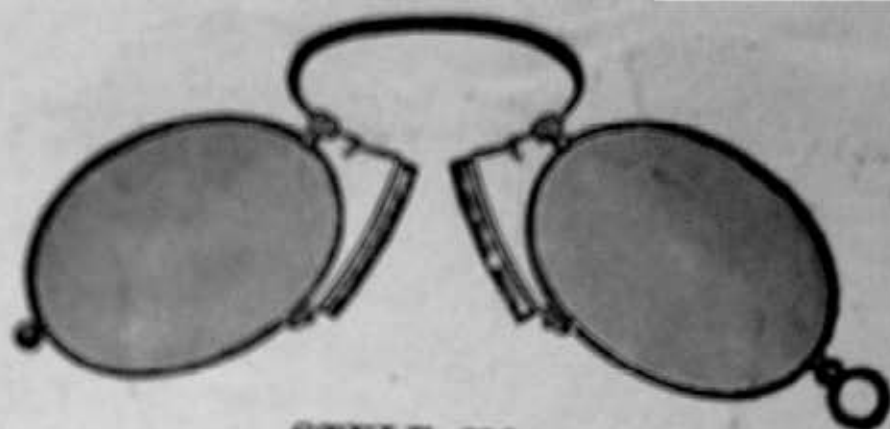
**Trusight Lenses make old eyes young.**

Your eyes may be bad and you not know it! The only safe and satisfactory way to determine whether there is anything wrong with them is to test them.

Glasses too weak or too strong or with incorrect focus can do irreparable damage in a short time. Hundreds of persons are wearing glasses which are doing them more harm than good, because they were improperly fitted.

**OUR EYE TESTER.**

The Trusight Eye Tester is a scientifically



### STYLE NO. 4. Rim Eyeglasses.

Frames are Gold Filled throughout and Fully Guaranteed.

Prices include Best Quality Trusight Periscope lenses.

	With Bifocal Lenses.
10-year Frame.....	\$2.25
15-year Frame.....	3.25
20-year Frame.....	4.25
	5.25

Terms—45 cents at end of seven days' Free Trial. Balance \$1.00 a month.

correct method of testing the eyes. It is absolutely certain of results, and yet so simple that a child can test its own eyes. By a scientific display of letters in large and small type and by certain questions we are enabled to tell exactly what lenses will suit your eyes the best. By this system it is almost impossible to make a mistake, and although the test is very simple it is admitted by opticians everywhere to be the most perfect, as it tells the exact strength of your eyes with absolute certainty.

### GET 7 DAYS' FREE TRIAL OFFER.

Upon receipt of the enclosed order and test blank promptly filled out we will send you by Registered mail, on Approval, a pair of genuine TRUSIGHT spectacles or eyeglasses in either the 10, 15 or 20-year guaranteed Solid Gold Filled frame for Seven Days' Free trial absolutely free. You can have them with soft comfortable pads or with bi-focal lenses or both if you require them. We do not ask

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### STYLE NO. 5.

#### Rimless Eyeglasses.

Frames are Gold Filled throughout and Fully Guaranteed.

Prices include Best Quality Trusight Periscope lenses.

		With Bifocal Lenses.
10-year Frame.....	\$3.65	\$4.65
15-year Frame.....	4.65	5.65
20-year Frame.....	5.65	6.65

Terms—6½ cents at end of seven days' Free Trial. Balance \$1.00 a month.

**Note.**—In ordering eyeglasses be sure to send a measurement for fitting the glasses on your nose. This can best be done by cutting a notch in the edge of a piece of paper so that it exactly fits the nose at the point where the glasses are worn. Also give the distance between the pupils of the eye. This can be marked on a piece of paper.

you to pay one cent in advance—nor do we ask you for a deposit.

We send the glasses you select to you so you can give them a thorough trial in your own home before you pay us one penny. Wearing the glasses a week in your own home will enable you to tell more about them than anything we could possibly tell you.

After you have tried the glasses for seven days, if you find them exactly suited to your eyes—if you believe them to be the greatest benefit in good glasses you ever saw—if you are now and feeling better in every way—send us the first small payment of only sixty-five cents (65c). The balance you can pay in monthly payments of only \$1.00 each month.

# TRUSIGHT



# SPECTACLES

## HOW TO PROCEED.

**First.** Read every word in this booklet. You cannot afford to buy spectacles without knowing to a dot what you ought to have. Neither should you pay the enormous fees demanded by resident opticians for a little knowledge which you can easily get from this booklet.

**Second.** Carefully test your eyes by means of the test blank enclosed with this booklet. Answer each question carefully and completely. Then select the style frame you want and the quality. You will find six different styles listed and described herein. Each style is made in three different qualities—a 10-year, a 15-year and a 20-year quality. Each frame is guaranteed by us.

If you want soft easy cable bows or bi-focal lenses say so. They are fully described on page 11.

**Third.** Then fill out the order blank, giving the price of the spectacles or eyeglasses ordered, and sign your name, and fill out an address blank.

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**Choose Your Own Frame.**

Fourth. Every spectacle wearer should have one of these handy Lens Changers. They

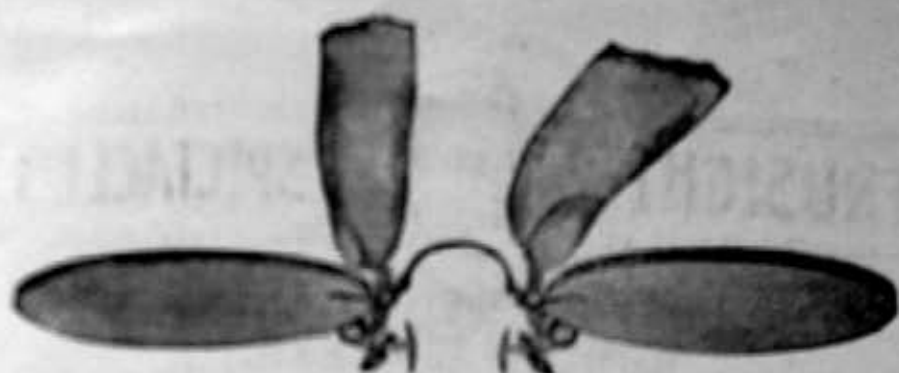
Trusight  
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Prices include  
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**STYLE NO. 6.**

**Trusight "Finger-Piece" Eyeglasses.**

Frames are Gold Filled throughout and Fully Guaranteed.

Prices include Best Quality Trusight Periscope lenses.

With  
Bifocal  
Lenses.

10-year Frame.....	\$4.65	\$5.65
15-year Frame.....	5.65	6.65
20-year Frame.....	6.65	7.65

**Terms**—65 cents at end of seven days' Free Trial. Balance \$1.00 a month.

are lined with chamols skin, making them nice and soft so they will not scratch or mar the lens. On the order blank you will find a space to write the names and addresses of five of your friends. If you will send us the names of five of your friends in your town who wear or are needing glasses we will send this Lens Checker to you free of charge with your glasses.

If you want to secure a nice metal spectacle case you should read the offer on the last page of this catalog.

**Fifth.** After you have filled out the test and order blank mail it to us, on receipt of which we will send the spectacles or eyeglasses you select by registered mail, postage prepaid. You try them in your own home for seven days and if you don't find them to be the softest, clearest, easiest seeing glasses you ever wore—if they are not entirely satisfactory in every way and a big bargain at the price asked—just wrap them up and send them back to us.



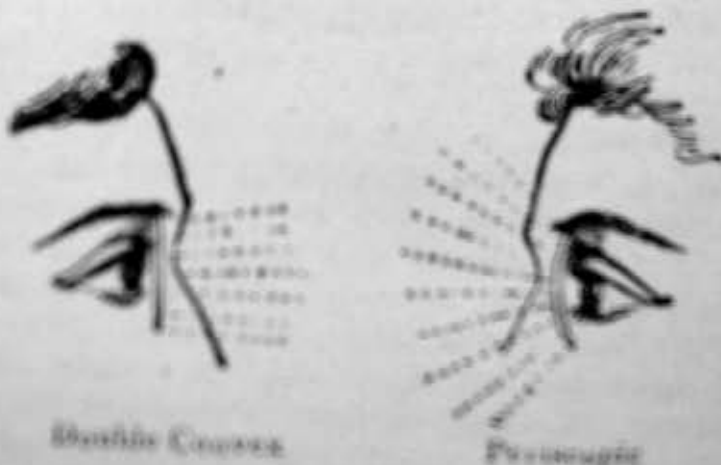
### OUR TERMS.

If you find the glasses entirely satisfactory at the end of seven days send us only 65 cents. The balance you can pay in monthly payments of only \$1.00 each month, commencing five weeks after you receive the glasses.

### CASH DISCOUNT.

Trusight Spectacles are sold at the lowest possible prices consistent with first class goods and satisfactory service. However, to those who desire to send cash in full we will allow 15 cents cash discount, the actual cost of bookkeeping. In order to take advantage of this the full amount must be sent with the order. In case glasses are not satisfactory they will be exchanged or your money returned, as you may elect.

### TRUSIGHT LENSES.



The above illustration shows the difference between common lenses (double convex) and

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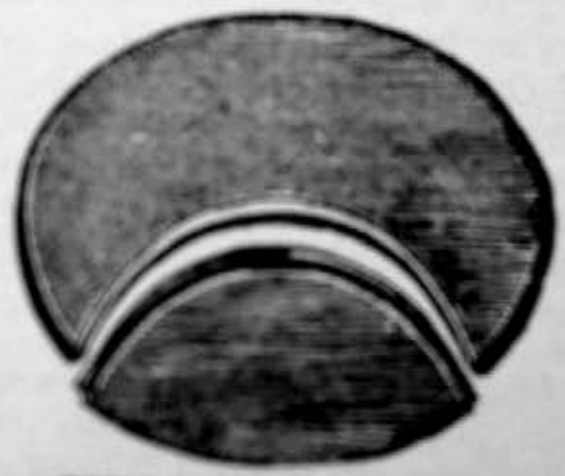
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**Trusight Periscopic lenses.** Note the curve of the Periscopic lens to conform with the shape of the eye. This kind of a lens gives perfect vision as it enables the wearer to look directly through the lens, no matter in what direction you look. In the double convex lens this can only be done when looking through the center of the glass. If looking up or down or sideways you see through the glass on a slant and of course cannot get perfect vision. Periscopic lenses cost much more than double convex lenses, but they are better. Double convex lenses are generally used in cheap spectacles that sell from 10 cents to a dollar.

The **Trusight Periscopic lenses** are the very best made. They are made of a specially imported crystal glass of the highest quality. It is brought to this country especially for the best grade of lenses. They are carefully ground by experts and every lens is tested before leaving our office.



**BIFOCAL LENSES.**

This kind of a lens takes the place of two pairs of glasses. The upper part is for seeing at a distance and the lower for reading or close work. The new **Trusight** perfection bifocal lenses are in reality two pair of lenses. No demand is made and there is no chance of their coming apart or getting foggy. They are a good improvement over the ordinary bifocal lens and require very delicate and expensive workmanship to make. They can be put in any old glass and cost \$1.00 extra. We can supply almost bifocal lenses if desired at



the same price. On rimless glasses only cement bifocal lenses can be used.

### CABLE BOWS.

Cable bows are made of soft, pliable wire woven around the bows and guaranteed not to hurt the most tender ears. They are soft and very pliable and if ordinary bows hurt your ears you should order cable bows. They can be put on any riding bow frame (frames with loops over the ears) for \$1.00 extra. They carry the same guarantee as the frame.

### STYLE AND QUALITY.

We fit the Trusight lenses into six different styles of frames as shown herein. They are the

- Riding Bow with loops over the ears,
- Straight Bows,
- Rimless Riding Bow,
- Rim Eyeglasses,
- Rimless Eyeglasses,
- Trusight Finger-piece Eyeglasses.

Each of these styles are made in three different qualities of frames. They are the 10-year, 15-year and the 20-year.

### GUARANTEE ON FRAMES.

All Trusight frames are absolutely guaranteed to give satisfaction and to wear for the entire length of time stated. This is our unqualified guarantee and if at any time they should not wear up to this guarantee we agree to send a new frame free of charge upon return of the old frame and the guarantee slip which is sent with each pair.

### WHAT SHOULD I ORDER!

If you are under 40 years of age do not order

bifocal lens should one of age. If different spectacles see at a distance as they serve.

The style for you to spectacles and but they cost the rims.

The Trusight is the most touching to must be close nose—whether row. In not to give might fall.

Straight elderly people.

The most with loops shaken off bows hurt with soft, anted to.

Now, as we advise year Solid very best lenses and means but ments. It wear for prove the Your eyes body and stand in the tacles or are so low best.

bifocal lenses. Only in exceptional cases should one wear these lenses under 40 years of age. If you are over 40 and you need different spectacles to read with than you do to see at a distance then you should order them, as they serve as two pair of spectacles.

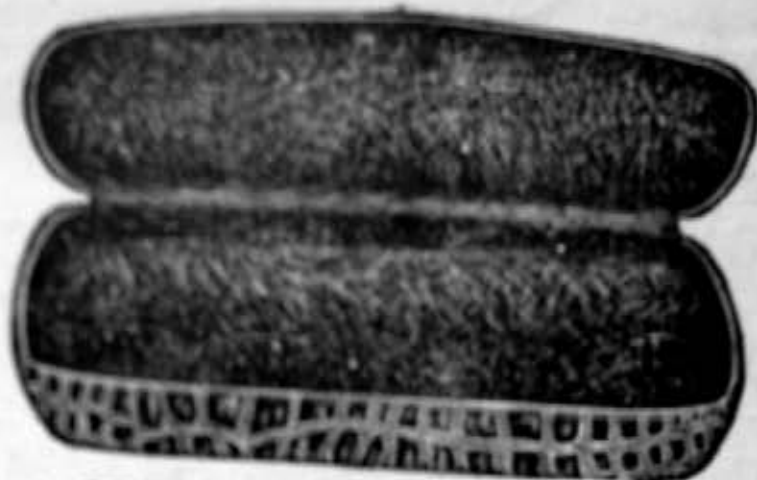
The style of frame is, of course, a question for you to decide for yourself. Rimless spectacles and eyeglasses are the most stylish, but they cost a little more than those with the rims.

The Trusight Finger-piece eyeglass, which is the most stylish, can be put on without touching the lenses. In ordering these one must be careful to state the shape of their nose—whether it is wide, round, high or narrow. In wearing them one must be careful not to give the head a sudden jerk, as they might fall off and possibly get broken.

Straight bows are usually worn only by elderly people.

The most popular frame is the riding bow with loops over the ears. They cannot be shaken off and seldom are broken. If the bows hurt the ears you can have them fitted with soft, easy cable bows, which are guaranteed to give satisfaction.

Now, as to the quality of frame to order. We advise everybody to get the best. The 20-year Solid Gold Filled frame is fitted with the very best quality of Trusight Periscope lenses and will only cost a little more and means but a month or two longer in your payments. It is absolutely guaranteed by us to wear for twenty years, and in the end will prove the cheapest and most economical. Your eyes are the most valuable part of your body and you should not let a dollar or two stand in the way of getting the very best spectacles or eyeglasses you can. The payments are so low that anybody can afford the very best.



### SPECIAL CASE OFFER

A good case is an economical investment. It protects the spectacles while carrying them, prevents the lenses from being broken or marred and holds the frame in shape. If you take proper care of your glasses they will wear much longer. The **TRUSIGHT** Moroccan metal pocket spectacle case is strong and lined with velvet so it protects the glasses. It has a strong spring and will last indefinitely.

Every pair of Spectacles we send out are registered. If you will send 10 cents with your order to pay for registering them we will send this Trusight Metal Spectacle Case to you free with your Spectacles.

### NAME AND ADDRESS IN GOLD.

If you wish your name and address printed on your case in gold letters we will do so for 15 cents extra, making 25 cents in all. This is less than the actual wholesale cost, so the 25 cents must be sent with your order. Twenty-five cents pays for the case and printing your name and address in gold on it.

We advise every customer to order this case as it is easily worth \$1.00 to any Spectacle wearer on account of the protection it gives the glasses.

## **Korten Spectacle Co.**

KANSAS CITY, MO.